A COORDINATED APPROACH TO REDUCE IMPAIRED DRIVING IN ALBERTA

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EXECUTIVE SUMMARY

Following the adoption of a policy position regarding impaired driving by AADAC's Board, a number of activities were undertaken to determine the most effective way of dealing with the impaired driving problem.

The principle activity involved the establishment of a Task Force with representatives from six departments/organizations: Alberta Alcoholism and Drug Abuse Commission; Alberta Transportation; Department of the Attorney General; Department of the Solicitor General; Alberta Motor Association, People Against Impaired Drivers.

The Task Force considered the problem in detail and adopted one overall goal, three major objectives and a mechanism reflecting a conceptual approach to address the drinking/driving issue. The Task Force also identified a number of more specific functions which would be undertaken to meet the objectives.

The goal, objectives with supporting functions, and the mechanism are stated as follows:

Goal: To significantly reduce the rate of alcohol-related serious injury road crashes over the next seven years.

Objectives

(1) To develop and implement a program to increase the perceived probability of apprehension and conviction for driving while impaired.

- Implement a province-wide coordinated and strengthened law enforcement program.

- Develop an accompanying publicity program which will increase perceived risk of both apprehension and conviction.

- Offer education programs for special groups (i.e., police officers, bartenders) to assist in the recognition of the impaired driver.

- Research to improve enforcement procedures.

- Conduct legislative review.

(2) To develop and disseminate credible public awareness and educational programs.

- Developmental research to examine the current "state of the art" of public awareness and educational programs.

- Conduct market research to identify the characteristics of the target population.

- Development of appropriate programs.

- Disseminate programs.

- Conduct evaluation research.

(3) To develop and implement a community-based program to reduce the acceptability of driving while impaired.

- Needs assessment, including strategic planning with communities.

- Development of specific programs in collaboration with community members.

- Implementation of community-based programs.

- Evaluation of program effectiveness.

Mechanism: The establishment of a permanent coordinating committee consisting of representatives of both governmental and non-governmental departments/ organizations.

In order to put the above goal and objectives into effect, the Task Force makes the following recommendations:

1. That the concept of a coordinated approach be accepted as the alternative to deal with the impaired driving problem in Alberta.

2. That the stated overall goal and major objectives accurately reflect the most important activities to be pursued.

3. That a permanent Coordinating Committee be established in accordance with Section III of this report.

4. That the Coordinating Committee have, as its first task, responsibility for the development of detailed work plans, including the financial requirements and administrative procedures needed, to meet the goals and objectives proposed in this report.

5. That the Coordinating Committee be provided with a one time planning budget of $35,000 to acquire external consulting services and that the budget be under the control of the Committee chairman.

SECTION I

INTRODUCTION

This first section details the preceeding activities leading to this present report and secondly, the organization of the report.

Background

In late 1981, a three-day workshop dealing with the impaired driving problem was held at Lake Louise, Alberta. It was conducted by the Traffic Injury Research Foundation (TIRF) and sponsored by the Alberta Alcoholism and Drug Abuse Commission (AADAC), with support from Alberta Transportation Safety. The invited international experts were involved in "think-tank" sessions aimed at confronting major issues and identifying future strategies related to the drinking/driving problem. Three major themes emerged during the workshop (Alberta Workshop, 1981):

(1) Dialogue among participants was valuable in leading to increased understanding of major issues;

(2) There is a need for "increased communication and mutual understanding" among practitioners, researchers and policy-makers;

(3) There is a need for a multi-functional network to carry out strategic planning for dealing with the drinking/driving problem.

The Alberta Alcoholism and Drug Abuse Commission formally adopted a policy statement and workplan regarding impaired driving in September 1982. (A copy of the policy can be found in Appendix I).

The impaired driving problem was described as a public issue of great significance, necessitating efforts beyond those currently in practice. The levels of alcohol-related

accidents, impaired driving recidivism, and impaired driving offenses were seen as continuing at an unacceptably high level. Therefore, AADAC's Board feels that new approaches must be developed to effect a substantial reduction in the magnitude of the impaired driving problem. The development of a coordinated approach, involving several government departments and private agencies was viewed as a valid approach to dealing with this issue. The Alberta Alcoholism and Drug Abuse Commission committed itself to act as a catalyst in bringing together the relevant public and private organizations in an effort to initiate a long-term coordinated effort.

Mr. John Gogo, Chairman of AADAC's Board, and Mr. Jan Skirrow, Executive Director of AADAC, contacted (in December of 1982 and January of 1983) numerous government departments and private agencies (listed in Appendix II). Their involvement in the exploration of a coordinated approach to the impaired driving problem was requested. It was suggested that one individual from each organization be designated as a participant in discussions regarding the impaired driving problem. The purpose of these discussions was to develop a basic background document outlining the results of the consultations, and it was intended that this document function as a starting point for further cooperative endeavours in the field of impaired driving. A report entitled Program Activities Related to Impaired Driving: An Alberta Overview was submitted in June 1983.

To assist the Alberta Alcoholism and Drug Abuse Commission to act as a catalyst in uniting various organizations in the implementation of a coordinated effort, a subsequent report (Implementation Report for Alberta Alcoholism and Drug Abuse Commission Impaired Drivers in Alberta Policy) was also submitted in June of 1983.

With the acceptance of the recommendations contained in the aforementioned report six departments/organizations (Alberta Alcoholism and Drug Abuse Commission; Alberta Transportation; Department of the Attorney General; Department of the Solicitor General; Alberta Motor Association; People Against Impaired Drivers) became members of a Task Force. The major role of the Task Force, i.e., to develop a coordinated approach to deal with the impaired driving problem, was addressed during a two-day off-site meeting in early October, 1983.

Organization of the Report

During this meeting, one overall goal, three major objectives and a mechanism designed to address the impaired driving issue were formulated by Task Force members. It is the intent of the present report to outline these statements and to expand upon them through the interpretation of research literature.

The present report does not purport to be a comprehensive summary of the literature related to impaired driving, nor a review of the Alberta drinking/driving problem. Rather the report begins with the premise that impaired driving is an enormously costly problem that the citizens of Alberta are finding increasingly intolerable. Rather than broadly reviewing the prevention research and statistics on impaired driving (which is well documented in such sources as Warren and Donelson (1982)) the intention of the present report is to show how the literature provides a rationale for the plans and activities proposed by members of the Task Force.

This report is divided in four sections. Section I outlines the background history and the organization of this report. Section II presents the proposed directions of the Task Force as developed in their deliberations and identified

in the literature. Section III details the selected approach for achieving its proposed direction and the required activities and responsibilities. Finally, the last section presents three major recommendations.

SECTION II

PROPOSED DIRECTIONS

The intent of this section of the report is to briefly describe the events of the meeting, to clarify the goal and objectives proposed by the Task Force, and to provide a summary of the relevant literature.

Task Force Meeting

The two-day meeting held at the Westridge Park Lodge on October 4th and 5th, 1983 addressed the following objectives:

(1) To update Task Force members on the drinking/driving issue, through a discussion of the Alberta Workshop (1981) report.

(2) To develop a common understanding among Task Force members of a coordinated approach to impaired driving problems in Alberta.

(3) To discuss the implications of a coordinated approach.

(4) To identify current activities related to impaired driving pursued by each Task Force member.

(5) To develop a tentative plan of action for a coordinated approach.

The workshop structure largely involved group discussion and "brainstorming" approaches. In addition, two guest speakers were invited to address the participants. Dr. Alan Donelson (Senior Research Scientist, TIRF) provided the Task Force members with an overview of the present status (both nationally and internationally) of the drinking/driving problem, and possible strategies to counteract this problem. Dr. Jim Dunn (Faculty of Business, The University of Alberta) introduced the Task Force members to theories of social marketing as they relate to public information and education. (A list of participants/observers can be found in Appendix III).

Through the "think-tank" process and invited talks, the Task Force members proposed one major goal, three supporting objectives and a mechanism to accomplish the required activities.

Goal: To significantly reduce the rate of alcohol-related serious injury road crashes over the next seven years.

In the opinion of Task Force members, the above-identified goal addresses the most critical aspect of the drinking/driving phenomenon. The Task Force members do not deny that other types of alcohol-related accidents are of public concern; however, the group formalized a decision to focus solely on the issue of serious injury road crashes involving alcohol use.

With full appreciation of the complexity of the mission, the members of the Task Force propose to reduce, rather than eradicate or eliminate, the impaired driving problem over a period of time. It is anticipated that the selected period of time (that is, 7 years) will be sufficient for measurable, significant results to be evident.

OBJECTIVES

Objective 1: To develop and implement a program to increase the perceived probability of apprehension and conviction for driving while impaired.

The roots of the impaired driving problem are deeply imbedded within the legal system, and the members of the Task Force elected to focus on one component of the legal/deterrence approach.

The above objective falls within the category of "general deterrence" measures, which can be defined as those

countermeasures that seek to prevent drivers in general from combining driving with drinking in excess of legally prescribed limits. ("General deterrence" measures can be contrasted with "specific deterrence" measures, which refer to the process of apprehending and punishing individual offenders to reduce the probability of recidivism).

The research indicates that the most effective programs of general deterrence have been those that have raised the driver's perceived risk of arrest and punishment for drunk driving.

The classic program using this deterrence approach involved the British Road Safety Act of 1967. This widely-publicized act provided police with the authority to require roadside testing of individuals involved in accidents or suspected of impairment. The passage of this act had an immediate impact - a significant reduction in both accident casualties and accident fatalities occurred. However, this effect was temporary, and accident rates gradually returned to pre-1967 levels.

Ross (1973) attempts to explain these results. He notes that, because the passage of the act was so well-publicized, many drivers were convinced that the risk of arrest was considerably higher than before; potential drunk drivers were thus deterred by the threat of arrest and punishment. However, as time went on, drivers realized that actual enforcement was slack, and that the risk of arrest was, in fact, not nearly as high as they perceived it to be. Ross feels that the laxity of enforcement (and the public's eventual realization of this fact) resulted in an "evaporation" of the act's deterrent effect and the resulting rise of alcohol-related road crashes.

A similar experience occurred in Canada. In 1969, a law providing for breath-testing and penalties for blood alcohol

levels above .08% or refusing testing came into effect. Alcohol-related fatalities were reduced by 8%, but only temporarily (Reed, in Alcohol and Public Policy: Beyond the Shadow of Prohibition, p. 336).

Etobicoke's "R.I.D.E." program is another example of a general deterrence measure designed to increase the perceived probability of apprehension and conviction for drunk driving.

Various strategies can be employed to increase the individual's perceived probability of apprehension and conviction for driving while impaired. Reed (1981, p. 346) suggests the following: targeting police patrols by day of week, time, and geographic location; legislative and technical progress towards easing administration of breath tests; simplifying procedures for DWI arrests; and motivating the police to make such arrests.

The literature suggests that the approach suggested by the present Task Force is valuable, but only if the actual level of enforcement is high as well. The participants at the Alberta Workshop (1981, p. 27) recognized that "substantially increasing the actual likelihood of detection, apprehension, conviction, and sanction of alcohol-impaired drivers" has considerable promise in dealing with this issue.

Objective 2: To develop and disseminate credible public awareness and educational programs.

The Task Force members strongly realize the need to continuously publicize the drinking/driving issue in campaigns directed at all segments of society.

Public awareness and educational programs are designed to induce long-term changes in attitudes and behaviour toward alcohol abuse. The ultimate goal is to alter social views

of driving under the influence, and to make such activity a socially unacceptable behaviour.

A public information campaign directed at the impaired driving problem can serve the following purposes (An Interim Report to the Nation from the Presidential Commission on Drunk Driving, 1982):

(1) Increase public awareness of the risks of a crash caused by driving under the influence.

(2) Heighten the perceived risk of apprehension.

(3) Encourage the responsibility of the general public to intervene in driving under the influence situations, and to provide information on how to do so.

(4) Support private organizations in the delivery of prevention programs.

The National Highway Traffic Safety Administration (NHTSA, September 1982) recommends the use of public information and education programs to support countermeasures. This organization feels that if the general public fully understood the significance of the drinking/driving problem and the cost to society of DWI accidents, individuals would be more supportive of efforts to control the problem and would assume a greater sense of responsibility.

Hochheimer (1981, p. 287) concurs:

> If the public can come to understand some of the personal and social problems associated with alcohol, this understanding will modify people's concerns about the consequences of their own alcohol consumption and ultimately change their drinking behaviour.

Developing an effective public awareness and education program is a complex, long-term task. Cautious goal selection, careful preplanning, effective use of mass media, and well-planned

evaluation approaches are essential (Hochheimer, 1981). NHTSA (1982) also stresses the necessity of public sector involvement.

Participants at the Alberta Workshop (1981) outlined possible public information and educational approaches:

> Educational approaches include courses aimed at youth in drivers' education; programs for persons convicted of alcohol-impaired driving; as well as mass informational campaigns through print and electronic media. (p. 18)

It is stressed once again that public information and education programs are <u>not</u> effective in isolation. For this reason, mass information campaigns are often implemented in conjunction with "enforcement blitzes" to enhance public awareness and to increase the perceived risk of arrest (Alberta Workshop, 1981). If public information and education programs are to have a significant impact, the relevant literature emphasizes that other countermeasure activities must be simultaneously employed.

<u>Objective 3</u>: To develop and implement a community-based program to reduce the acceptability of driving while impaired.

Community-based strategies to deal with the drinking/driving problem fall within the category of social/behavioural approaches. Such programs are designed to alter both social norms and individual behaviour: in the long-term, driving after drinking will hopefully become a socially unacceptable activity.

According to participants at the Alberta Workshop (1981), creating such a significant change in the social climate will require the introduction of concerted, community-based programs. Such programs must be meticulously designed and planned, and should focus on the needs of the particular community involved.

The workshop participants indicated that a 5 to 10 year program will likely be needed in order to "test the hypothesis that meaningful and sustained reductions in the problem will come about when societal norms and values related to drinking and driving change" (p. 28).

A similar focus is stressed in American programs designed to reduce the incidence of impaired driving.

In its 1981 Alcohol Highway Safety Program Plan, NHTSA emphasized the need for both a community focus (i.e., program emphasis and responsibility is placed at the local level) and citizen support (both community and private citizen support must be generated for successful programs). NHTSA emphasizes that prevention (long-term) efforts must be designed to alter societal norms concerning drinking and driving.

Similarly, the Montgomery County Task Force (1982, p. 12) states: "Attitudes toward drinking ultimately need to be changed to achieve long-term results in the prevention of drunk driving."

The Presidential Commission on Drunk Driving (Interim Report, 1982) notes that the attitudes which shape drinking and driving behaviour, as well as perceptions of its risks, are largely shaped within the community, and therefore recommends that efforts to combat drunk driving should have a community focus. "Grassroots" or citizen's groups are particularly encouraged to participate in such efforts.

In brief, the research literature examining community-based programs stresses similar goals: to make drinking and driving socially unacceptable, and to encourage the individual to be personally responsible for his drinking/driving behaviour.

SECTION III

COORDINATED APPROACH

In this section of the report, the justification for the establishment of a coordinating mechanism and it's roles will be examined. As well, the functions proposed by the Task Force to support each objective along with the department/ organization responsible for completing the objectives will be detailed.

Mechanism

In order to accomplish the proposed goal the Task Force felt that it would be necessary to utilize to the fullest extent possible all the significant partners who bear major responsibilities related to the impaired driving issue. For this reason, the Task Force proposes the establishment of a coordinating mechanism.

The Task Force suggests that the coordinating mechanism consist of a permanent Committee comprising the six present members (the representatives of: AADAC, Alberta Transportation, Department of the Attorney General, Department of the Solicitor General, Alberta Motor Association, and People Against Impaired Drivers). Members of the Task Force suggest that this Coordinating Committee be chaired initially by the representative from AADAC. Individuals representing other departments or organizations involved with the drinking/driving issue (e.g., Alberta Medical Association, Department of Education, The Royal Canadian Mounted Police, etc.) will be invited to act as resources to the Committee and to participate in certain specifically relevant activities.

It should be noted that the suggested composition of the Coordinating Committee consists of personnel who hold senior positions in their respective departments or organizations, thereby having the authority to allocate resources as well as

to influence departmental/organizational policies or directions. In addition, the recommended make-up of the Coordinating Committee is multifaceted, representing the interests of a citizens' group and of governmental and non-governmental bodies.

The Task Force members indicated that the Coordinating Committee would assume primary responsibility for implementing the particular activities or programs to fulfill the stated objectives. More specifically, the Coordinating Committee would have the authority to establish program criteria and terms of reference governing its operations. Other major functions of the Coordinating Committee would be the provision of monitoring, consultative, and evaluative services. The maintenance of strategic planning and the encouragement of interagency cooperation would also be major responsibilities of the Coordinating Committee.

An examination of the relevant literature strongly supports the concept of a coordinating mechanism, indicating that such an approach is essential to success in dealing with the drinking/driving problem.

For example, participants at the 1981 workshop conducted by TIRF strongly supported the concept of working together to facilitate interagency cooperation and collaboration:

> .....Our growing appreciation of the nature of the alcohol-crash problem leads us to believe that effective action will require a complex network of multiple agencies, organizations, and individuals functioning at all levels of society .....can we not envision working together as a general approach to the problem, deepening our commitment to seek out and establish cooperative arrangements, and dedicating our efforts as parts in service to the whole? (Alberta Workshop, 1981, p. 34)

Task forces in other provinces have also proposed the establishment of a coordinated effort to deal with the impaired driver problem. For example, an Ontario interministry task force (Drinking and Driving: A Discussion of Countermeasures and Consequences, 1983) recommended that a permanent office be established to coordinate anti-drinking/driving efforts in the province. The need for a full-time coordinator was stressed.

> We find ourselves faced with a problem so widespread and so unique that we consider it imperative to have a full-time coordinator in place to seek its solution.....Until the authority is given to one person or one office to devote full-time energies in the area, we believe efforts will remain uncoordinated and, therefore, unproductive. (p. 103)

The Ontario task force recommended that the necessary staff and facilities be established within existing government resources, and that the office be accountable to the Premier's office. Suggested responsibilities assigned to the office were (p. 103):

(1) Coordination of long-term planning, liaison and updating among its own ministries.

(2) Supervision of research.

(3) Initiating new anti-drinking/driving efforts.

(4) Acting as the liaison between the government and the public.

A Manitoba task force (which made its recommendations to the province's Attorney General in July, 1983) also recommended the establishment of a coordinating body to deal with drinking/driving issues; it was suggested that "a central committee be established representing all interested groups in the province to share ideas, encouragement and resources" (Drinking and Driving: A Discussion of Countermeasures, 1983, p. 22).

In the United States, the need for a coordinated approach to deal with the drinking/driving problem has received considerable

emphasis. For example, a task force in Montgomery County recommended the institution of a comprehensive systems approach including "a continuation of intensive enforcement of alcohol and driving laws by the police, close coordination and cooperation among the prosecutional, judicial and rehabilitative agencies, and very importantly, a comprehensive public information plan" (Montgomery County Government, Rockville, Maryland, May 1982, p. 5).

The U.S. National Highway Traffic Safety Administration (NHTSA) feels that a coordinated approach is essential, and recommends that solution-oriented task forces be established in every community, using a total systems approach to the alcohol-crash problem (NHTSA, How to Save Lives and Reduce Injuries, 1983).

The Presidential Commission on Drunk Driving, in its Interim Report (December, 1982) supports a similar approach, stating that task forces:

> .....provide a mechanism to bring together governmental officials and non-governmental leaders in an effort to increase public awareness of the problem, develop more effective legal responses, and develop governmental and non-governmental programs to reduce the incidence of driving under the influence. (p. 14)

Thus as this brief literature review makes clear, a coordinated approach to the impaired driving problem is now widely supported and promoted by prevention and political authorities in both Canada and the United States.

Supporting Functions and Responsibilities

As stated earlier in this report, the goal formulated by the Task Force members is an ambitious one. To attain this goal, the cooperative efforts of all these parties who share

a responsibility related to the drinking/driving issue must be utilized. The assignment of specific tasks to each involved department or organization is essential if the objectives designed to reach the overall goal of the Task Force are to be met.

In the following section, each of the three objectives, with their supporting functions, will be considered. For each of the functions, the most logical department/organization for leadership is identified, as are the most logical groups to provide assistance. The major functions listed below each objective are designed to ensure the reaching of that particular objective. In turn, it is anticipated that satisfying these objectives will ultimately result in the attainment of the Task Force's overall proposed goal.

Objective 1: To develop and implement a program to increase the perceived probability of apprehension and conviction for driving while impaired.

Functions

(1) Implement a province-wide coordinated and strengthened law enforcement program.

Led by: Solicitor General

Assisted by: Attorney General

(2) Develop an accompanying publicity program which will increase perceived risk of both apprehension and conviction.

Led by: Solicitor General

Assisted by: AADAC, A.M.A., P.A.I.D.

(3) Education program for special groups (i.e., police officers, bartenders) to assist in the recognition of the impaired driver.

Led by: AADAC

Assisted by: Solicitor General, Transportation Safety

(4) Research to improve enforcement procedures.

Led by: Solicitor General

Assisted by: Transportation Safety

(5) Conduct legislative review.

Led by: Attorney General

Assisted by: Solicitor General

Objective 2: To develop and disseminate credible public awareness and educational programs.

Functions

(1) Developmental research to examine the current "state of the art" of public awareness and educational programs.

Led by: Transportation Safety

Assisted by: AADAC, Solicitor General

(2) Conduct market research to identify the characteristics of the target population.

Led by: AADAC

Assisted by: Transportation Safety

(3) Development of appropriate programs.

Led by: Transportation Safety

Assisted by: A.M.A., P.A.I.D., AADAC

(4) Disseminate programs.

Led by: Transportation Safety

Assisted by: A.M.A., P.A.I.D., AADAC

(5) Conduct evaluation research.
Led by: Transportation Safety
Assisted by: AADAC, Solicitor General

Objective 3: To develop and implement a community-based program to reduce the acceptability of driving while impaired.

Functions

(1) Needs assessment, including strategic planning with communities.
Led by: AADAC
Assisted by: A.M.A.

(2) Development of specific programs in collaboration with community members.
Led by: AADAC
Assisted by: A.M.A., P.A.I.D., Transportation Safety

(3) Implementation of community-based programs.
Led by: AADAC
Assisted by: A.M.A., P.A.I.D.

(4) Evaluation of program effectiveness.
Led by: AADAC
Assisted by: Transportation Safety, A.M.A.

It is evident that the projects described above cannot all be implemented immediately. Each program requires considerable preliminary research and planning prior to actual initiation. In addition, several of the recommended projects are sequential (i.e., one must follow another).

It is therefore proposed that under the general direction and with assistance from the Coordinating Committee detailed workplans, including resource requirements, be developed for each project by the involved department/organization.

RECOMMENDATIONS

This last section provides a brief conclusion to the report and specific recommendations to be entertained.

Conclusion

The information in the preceeding sections of the report describes a logical route whereby the drinking/driving problem in Alberta can be addressed. With the statement of a specific goal and supporting objectives, the Task Force has merely conceptualized an approach to deal with this issue.

The goal, objectives and mechanism reflect a longitudinal approach rather than an immediate resolution of the problem. Several key support functions of a short, intermediate and long term nature are identified and must all be performed concomitantly. In other words, this suggested approach will not be effective if only one or two of the objectives are addressed.

To operationalize this approach, however, a detailed, strategic plan must be developed. In conjunction with the development of such a plan, financial and administrative requirements must be carefully considered.

It is the opinion of the Task Force members that they have proceeded as far as they possibly can at this time. From the deliberations of the Task Force, five major recommendations are submitted for consideration.

Recommendation #1: That the concept of a coordinated approach be accepted as the alternative to deal with the impaired driving problem in Alberta.

Recommendation #2: That the stated overall goal and major objectives accurately reflect the most important activities to be pursued.

Recommendation #3: That a permanent Coordinating Committee be established in accordance with Section III of this report.

Recommendation #4: That the Coordinating Committee have, as its first task, responsibility for the development of detailed work plans, including the financial requirements and administrative procedures needed, to meet the goals and objectives proposed in this report.

Recommendation #5: That the Coordinating Committee be provided with a one time planning budget of $35,000 to acquire external consulting services and that the budget be under the control of the Committee Chairman.

SECTION IV

APPENDICES

APPENDIX I

ALBERTA ALCOHOLISM AND DRUG ABUSE COMMISSION
IMPAIRED DRIVERS IN ALBERTA POLICY

The Alberta Alcoholism and Drug Abuse Commission adopted the following policy statement and workplan at its July 21, 1982 meeting.

Public Issue

Impaired driving is a public issue of such significance that efforts to deal with the multiple costs caused by impaired drivers must go well beyond the traditional approach of treatment of individual problems associated with these drivers and the establishment of uncoordinated policies and programs by government and the private sector.

Public policies in Alberta to reduce impaired driver recidivism and drinking related accidents involving personal injuries and fatalities have not achieved the desired level of success. Impaired driving offenses continue at an unacceptably high level. Highway fatalities continue to involve impaired drivers in significant numbers. A large number of suspended drivers do not attend the Impaired Drivers Course. There is a high probability that these people continue to operate motor vehicles. There is a perception on the part of the general public that impaired driving is not a serious criminal offense and that the probability of detection is very low.

Policy

Recognizing that despite long-term outlays of public funds, the number of fatalities and serious injury associated with the problem of impaired driving persists at an intolerable level and that new initiatives must be developed to effect a substantial reduction in the magnitude of the problem, the

Alberta Alcoholism and Drug Abuse Commission commits itself to taking a leadership role in developing a major coordinated long term effort to significantly reduce this preventable social problem and its consequences.

Purpose and Focus

The purpose of this policy is to ultimately determine a more effective solution to the impaired driver problem through the development and implementation of a long term coordinated strategic plan. Such a plan would have three integrated components: action, evaluation and research.

The action component would consist of three broad thrusts: deterrance or legal control, technological and engineering measures and social/behavorial approaches.

The evaluation component would measure and explain the effects of the action component and provide input to research and further development efforts.

The research component would provide a foundation for developing effective new actions to supplement the shorter-term actions available now.

Through all of the above, the emphasis must be placed on integration and coordination of the efforts of all those with a major concern for the impaired driver problem.

APPENDIX II

INVITED GOVERNMENT DEPARTMENTS AND PRIVATE ORGANIZATIONS

Alberta Alcoholism and Drug Abuse Commission
Alberta Education
Alberta Transportation
Alberta Workers' Health, Safety and Compensation
Department of the Attorney General
Department of the Solicitor General

Alberta Hotel Association
Alberta Medical Association
Alberta Motor Association
Alberta Pharmaceutical Association
Alberta Safety Council
Alberta Trucking Association
* Edmonton Chamber of Commerce
Insurance Brokers Association of Alberta
** Law Society of Alberta
People Against Impaired Drivers
Royal Canadian Mounted Police

* Did not receive Mr. Skirrow's letter. Initiated involvement through Edmonton Chamber of Commerce's Crime Prevention Committee.

** Did not participate as it was felt that no specific contributions could be made at this time.

APPENDIX III

LIST OF PARTICIPANTS/OBSERVERS ATTENDING TASK FORCE MEETING, OCTOBER 4 & 5, 1983

PARTICIPANTS

Dr. Dave Hewitt (Chairman)
Alberta Alcoholism and Drug Abuse Commission

Mr. Ross Hogg
Alberta Transportation

Mr. Wesley Dunfield
Department of the Attorney General

Mr. Barry Hawryluk
Department of the Solicitor General

Mr. Michael Colledge
Alberta Motor Association

Mr. Jack Sager
People Against Impaired Drivers

OBSERVERS

Mr. Ed Sawka
Alberta Alcoholism and Drug Abuse Commission

Dr. Sharon Seigel
Private Consultant

Dr. Alan Donelson
Traffic Injury Research Foundation
Ottawa

FACILITATOR

Dr. Roger B. Cormier
Private Consultant

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